I don't fly very often but when I do, I want to rest and/or read. I want a few hours of escape, of peace and quiet. I know that I can still be seated by a talkative child, crying baby or friends catching up but that's normal and to be expected. Most other passengers seem to want the same and respect those around them.

I do not want to listen to other passengers one-sided cell-phone conversations just because they don't have anything else to do. If it's business, keep it short. If it's an emergency, no problem. Nothing is that important that it can't wait until we've landed.